

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Advertising.com

Serial No.: See Schedule A

Filed: See Schedule A

For: See Schedule A

Commissioner for Patents
Washington, D.C. 20231



Change of Address for Assignee

Sir:

Please change the assignee's address concerning this application to:

Advertising.com
1020 Hull Street, Ivory Building, Suite 200
Baltimore, MD 21230

Please continue to direct all correspondence and telephone calls concerning this application to applicant's attorney, Jon L. Roberts, at:

ROBERTS, ABOKHAIR & MARDULA, LLC
11800 Sunrise Valley Drive, Suite 1000
Reston, VA 20191-5302
Phone: (703) 391-2900
Fax: (703) 391-2901

Respectfully,

A handwritten signature in black ink, appearing to read "Jon L. Roberts".

Attorney for Applicant
Jon L. Roberts, Esq.
Registration No. 31,293
Roberts, Abokhair & Mardula, LLC
11800 Sunrise Valley Drive, Suite 1000
Reston, Virginia 20191
(703) 391-2900

01-11-01

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07-10-01 0400
12/21/00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

09/711,261

In re Application of: Advertising.com

Serial No.: See Schedule A

Filed: See Schedule A

For: See Schedule A



Commissioner for Patents
Washington D.C. 20231

Dear Sir:

Enclosed please find the following:

1. Change of Address for Assignee for **See Schedule A**; and,
2. Certificate of Express mailing.

The Commissioner is hereby authorized to charge any fee deficiency, or credit any overpayment, to Deposit Account No. 18-1579. The Commissioner is also authorized to charge Deposit Account No. 18-1579 for any future fees connected in any way to this application. Two copies of this letter are enclosed

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jon L. Roberts".

Jon L. Roberts, Esq.
Registration No. 31,293
Roberts Abokhair & Mardula, LLC
11800 Sunrise Valley Drive, Suite 1000
Reston, Virginia 20191
(703) 391-2900

January 10, 2001

Atty Docket No. 2580



SCHEDULE A

NAME

SERIAL NO.-FILE DATE

System and Method for Maintaining
Privacy of Identity in a Database
Whether on a Network or in a
Stand-alone Solution

60/241,928-10/20/00

System And Method For Delivery of
Targeted Advertising Through
Sweepstakes Results

60/198,933-04/21/00

Method for Providing Click-through
Tracking of Rich Media

60/233,817-09/20/00

Apparatus and Method for Providing
Rule-based Ad Serving

60/216,171-07/06/00

Delivery of Trivia Questions to
Wireless Devices for the Ultimate
Delivery of Marketing Messages

60/198,093-04/17/00

Apparatus and Method for Delivery
of Targeted Marketing to Automated
Service Machines

60/198,094-04/17/00

E-coupon Channel and Method for
Delivery of E-coupons to Wireless
Devices

60/198,092-04/17/00

Apparatus and Method for Measuring
Branding, Positioning, and Related
Effectiveness of Internet Advertising

09/704,482-11/02/00

System and Method for Encouraging
Return Visitors to a Website

60/189,441-03/15/00

Apparatus and Method for Building
a Subscriber Database of E-mail
Addresses

60/217,282-07/11/00

Apparatus and Method for Hyperlinking
Specific Words in Content to Turn the
Words into Advertisements

09/711,261-11/10/00

SCHEDULE A-CONTINUED

| <u>NAME</u> | <u>SERIAL NO./FILE DATE</u> |
|---|------------------------------------|
| System and Method for Instant Messaging to Wireless Devices | 60/189,107-03/14/00 |
| System And Method For Auction Bidding Over a Network | 60/176,891-01/19/00 |
| System and Method for Transmission of Advertising to Wireless Devices | 60/174,498-01/04/00 |
| System and Method for Charitable Contributions from Advertising | 60/177,160-01/20/00 |
| E-mail Affiliate Program and Process | 09/716,563-11/20/00 |
| Optimal Internet Ad Placement Technology | 09/610,197-06/30/00 |
| Advertising Server for Agencies | 09/713,173-11/15/00 |